



INTERNATIONAL
OLYMPIC
COMMITTEE

IOC Marketing: Media Guide

London 2012



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Contents





Olympic Marketing Overview	05
The Olympic Brand	07
Olympic Broadcasting & Digital Media	11
Olympic Sponsorship	17
Licensing	47
Ticketing	51
Protecting the Olympic Brand	55
Media Contacts	59

The financial figures contained in this document are provided for general information purposes, are estimates and are not intended to represent formal accounting reports of the IOC, the Organising Committees for the Olympic Games (OCOGs) or other organisations within the Olympic Movement.

For further information, visit www.olympic.org/Documents/IOC_Marketing/OLYMPIC-MARKETING-FACT-FILE-2012.pdf

Olympic Marketing Overview



“Recently, we have witnessed exceptional Olympic Games in both Beijing and Vancouver, which not only broke sporting records, but also set new standards in terms of audience figures and commercial support for the Olympic Movement. As the Olympic marketing programmes continue to grow and develop, they ensure the future viability of the Games and provide essential support not only for the Olympic Games, but also for the Olympic Movement and the Olympic athletes.”

**Gerhard Heiberg, IOC Marketing
Commission Chairman**

At a Glance

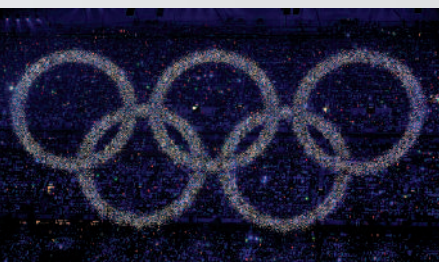
- The main objective of the Olympic Marketing Programme is to ensure the independent financial stability of the Olympic Movement
- Revenue is generated through several major programmes, including the sale of broadcast rights and sponsorship
- Over 90% of revenue generated is distributed to organisations within the Olympic Movement



Olympic Marketing Revenue

Source	2009-2012
• Broadcast	\$3.914bn
• TOP Programme	\$957m

For Domestic Sponsorship, Ticketing, Licensing and other OCOG-generated revenue sources, please contact LOCOG (details on p59).



With the ability to attract a global audience of billions, the Olympic Games provide one of the most effective international marketing platforms in the world.

By using the unique platform provided by the Games, the Olympic Marketing Programme plays an integral role in the promotion, financial security and stability of the Olympic Movement. The IOC's marketing partners have therefore become valued members of the Olympic Family.

Objectives of the Olympic Marketing Programme

The main objective of the Olympic Marketing Programme is to ensure the independent financial stability of the Olympic Movement. By creating long-term marketing programmes, the future of both the Olympic Movement and the Olympic Games are ensured, with the revenue generated distributed equitably throughout the entire Olympic Movement.

The Olympic Marketing Programme also ensures that the Olympic Games can be experienced by the maximum number of people throughout the world, principally via broadcast to television and digital media platforms, and that the equity that is inherent in the Olympic image and ideal is protected.

Olympic Revenue Sources

There are several major programmes through which the IOC generates revenue for the Olympic Movement.

The IOC manages the sale of broadcast rights, The Olympic Partners (TOP) worldwide sponsorship programme and the IOC official supplier and licensing programme.

Under the direction of the IOC, the Organising Committees for the Olympic Games (OCOGs) manage domestic sponsorship, ticketing and licensing programmes within the host country.

National Olympic Committees (NOCs) also manage their own commercial sponsorship programmes, granting Olympic marketing rights within the NOC country or territory only, in categories that do not compete with the TOP partners. These local sponsorship programmes support their sports development activities and Olympic teams, in addition to the support provided by the TOP Programme.

Revenue Distribution

The IOC distributes over 90% of Olympic marketing revenue to organisations within the Olympic Movement. These include the 204 NOCs, their Olympic teams and athletes, the OCOGs and the International Federations (IFs) of the various Olympic sports. These funds help support the staging of the Olympic Games and promote the development of sport around the world.

The IOC retains less than 10% of Olympic marketing revenue to cover the operational and administrative costs of governing the Olympic Movement.

For more information about the Olympic marketing programmes, please read the IOC's Marketing Fact File (www.olympic.org/Documents/IOC_Marketing/OLYMPIC-MARKETING-FACT-FILE-2012.pdf).

The Olympic Brand



“The Olympic symbol, seen by billions of people during each edition of the Olympic Games, is present every day around the globe via the National Olympic Committees and other numerous associations. It has grown to become one of the world’s most recognised brands, serving as a visual ambassador for the Olympic Movement.”

Jacques Rogge, IOC President

At a Glance

- The Olympic rings are the visual representation of Olympism and are one of the most widely recognised symbols in the world
- The Olympic brand forms the foundation of the Olympic marketing programme
- Each Olympic host city also creates a unique brand for their Games



The Olympic rings, which are one of the most widely recognised symbols in the world, are the visual representation of the Olympic brand and embody the vision, mission, values and working principles of the Olympic Movement.

The Olympic values of Excellence, Friendship and Respect are at the core of the Olympic brand and are based on the Fundamental Principles of Olympism, which were established more than a century ago in The Olympic Charter. These positive universal values give the Olympic brand a powerful, emotive and unique identity that transcends sport and resonates strongly with people of all ages and cultures from all over the world.

Indeed, according to IOC research conducted in 2008, 96% of people globally can correctly identify them.

The enduring strength of the Olympic brand is the foundation of the Olympic marketing programme, which attracts commercial partners that are eager to align their own brands with the values of Olympism.

The London 2012 Brand

“This is a truly innovative brand logo that graphically captures the essence of the London 2012 Olympic Games – namely to inspire young people around the world through sport and the Olympic values. Each edition of the Olympic Games brings its own flavour and touch to what is now well over a century of modern Olympic history; the brand launched today by London 2012 is, I believe, an early indication of the dynamism, modernity and inclusiveness with which London 2012 will leave its Olympic mark.”

Jacques Rogge, IOC President

The London 2012 brand is based around the Games’ official emblem, which was unveiled in 2007.

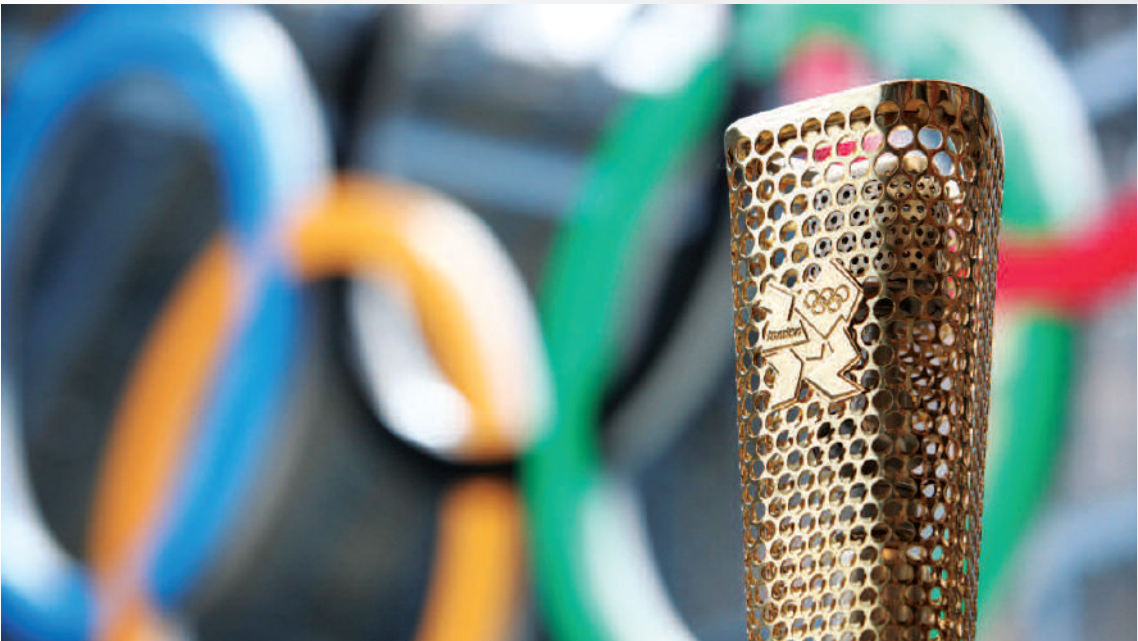
The unique design is based on the number 2012 – the year of the Games – and also includes the Olympic rings and the name of the host city, London.

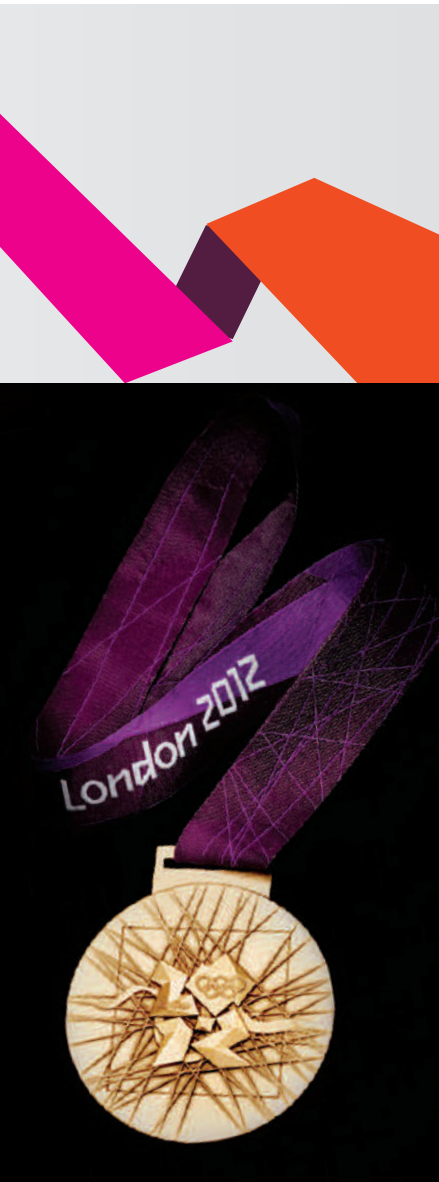
The emblem is dynamic, modern and flexible, reflecting a brand savvy world where people, especially young people, no longer relate to static logos but respond to a dynamic brand that works with new technology and across traditional and new media networks.

It has become London 2012’s visual icon, instantly recognisable amongst all age groups, all around the world, and has been adapted to adopt a number of different colour schemes, including those of the official partners.

The brand’s ability to appeal to young people is also reflected in the official motto for the Games – ‘Inspire a Generation’ – which represents the promise made by the Organising Committee when London won the bid for the Games.







Mascots

Wenlock, the official mascot of the London 2012 Olympic Games, and Mandeville, the official mascot of the 2012 Paralympics, were unveiled to the world in 2010. They were created to help connect young people, particularly children, with the Games and have since starred in four CGI animated films, designed to encourage young people to take up sport and to inspire the next generation.

Children's author Michael Morpurgo wrote a story to illustrate how Wenlock and Mandeville were created from the last drops of steel left over from the construction of the final support girder for the Olympic Stadium. An animated film, based on this story, shows how the figures were brought to life and are able to reflect and adapt to their surroundings, changing their appearance depending on the situation.

The mascots' names reflect the UK's rich Olympic and Paralympic histories. Wenlock is named after the Shropshire village of Much Wenlock, where the 'Wenlock Games' were one of the inspirations that led Baron Pierre de Coubertin, the founder of the modern Olympic Movement, to create the Olympic Games. Mandeville, meanwhile, is named after Stoke Mandeville hospital in Buckinghamshire – the birthplace of the Paralympic Games.

Sport Pictograms

The London 2012 pictograms were developed in consultation with each International Sporting Federation and have been designed to be vibrant and accurate depictions of each sporting discipline. They will come in two different formats – a silhouette version for standard use and a dynamic version inspired by the connectivity of the London Underground map, which will be used on merchandise, posters, sign posts and wayfinding materials.

Olympic Torch

The triangular form of the 80cm Torch has been inspired by the three Olympic values of respect, excellence and friendship, the three words that make the Olympic motto – faster, higher, stronger – and the fact that London has hosted the Olympic Games three times, in 1908, 1948 and 2012. The Torch is perforated by 8,000 circles, which represent the inspirational stories of the 8,000 Torchbearers who will carry the Olympic Flame during the London 2012 Olympic Torch Relay.

Medals

The gold, silver and bronze medals, which were designed by British artist David Watkins, are 85mm in diameter and 7mm thick, weighing between 375g and 400g. The front of the medals features the traditional image of the Greek Goddess of Victory, Nike, stepping out of the Parthenon to arrive in the Host City, while the reverse features an abstract design with the London 2012 logo at its centre, as a metaphor for the modern city.

The design also includes a ribbon, representing London's River Thames, and an interlocking grid pattern that radiates from the centre and pulls the design together, giving it a sense of outreach, while also representing the achievements and efforts of Olympic athletes. A square, which encases and balances the design, opposes the circular shape of the medals and emphasises its focus on the centre, reinforcing the sense of 'place', as in a map inset.



Olympic Broadcasting & Digital Media



“Our primary broadcasting objective has always been to ensure that as many viewers as possible are able to experience the Games. With that in mind, coverage of each Games has been made available to an increasing number of countries and territories around the world.”

Timo Lumme, Managing Director, IOC Television & Marketing Services

At a Glance

- Potential global audience of 4.8bn
- 5,600 hours of broadcast feed made available to Rights Holding Broadcasters
- 13,000 accredited Rights Holding Broadcast personnel
- The Games will be broadcast to more than 200 countries/territories
- First ever live 3D coverage of the Games, with approximately 230 hours of 3D coverage due to be produced by Olympic Broadcasting Services (OBS)
- This is the first Summer Games at which OBS will act as the sole Host Broadcaster



Broadcasting the Olympic Games

As the owner of the broadcast rights for the Olympic Games, the IOC is responsible for granting the television, radio, mobile and internet broadcasting rights to media companies around the world and ensuring that the Games have the widest possible global audience. In pursuit of that goal, television coverage has become the single largest factor in the growth of the Olympic Games around the world, ever since the 1948 Games in London became the first to be broadcast into homes.

In 1948, the Olympic broadcast was restricted to a 50-mile radius around London with 500,000 viewers a day watching a total of 64 hours coverage. Now, 64 years on, the London 2012 Olympic Games are expected to reach an estimated potential global audience of 4.8 billion people, with the total amount of coverage broadcast by the Rights Holding Broadcasters expected to exceed the 61,000 hours broadcast during Beijing 2008.

The London 2012 Broadcast

“Ultimately, we believe this production of the first live 3D Olympic Games will make the London 2012 Olympic Games one of the most significant in the history of broadcasting technology.”

Manolo Romero, CEO, Olympic Broadcasting Services

London 2012 will herald a new era in Olympic broadcasting, with the introduction of live 3D coverage for the first time in the history of the Games. The immersive 3D coverage will include both the Opening and Closing Ceremonies, as well as athletics, gymnastics, swimming and diving events. In total, more than 230 hours of 3D coverage will be made available to Rights Holding Broadcasters (RHBs).

The London 2012 broadcast will also reach more viewers in more countries than ever before, with a potential global audience of 4.8 billion people in more than 200 countries/territories. The Host Broadcaster, Olympic Broadcasting Services (OBS), will also produce more coverage than ever before, with a total of 5,600 hours being produced, compared to 5,000 hours for the Beijing 2008 Olympic Games.

Digital Media

Digital coverage of the Games came of age during Beijing 2008 and, four years on, looks set to play a bigger role than ever before in bringing the Olympic experience to viewers around the world. London 2012 is expected to attract more digital viewers than ever before, with more coverage available across more platforms than any other Games in history.

For the first time ever, the IOC will broadcast live Olympic Games content on its YouTube channel (www.youtube.com/olympics) in 64 territories in Asia and Sub-Saharan Africa, with on-demand coverage also available.

Elsewhere, live and on-demand Internet and mobile coverage will be provided by the Rights Holding Broadcaster within the respective territory, enabling Olympic fans around the world to follow the action wherever and however they like.

The IOC is also working in partnership with social media platforms, including Facebook, Twitter, Google+, Foursquare and Weibo, to engage younger audiences.



“OBS has been able to shape its plans for London by drawing on past knowledge and experience from previous Games. Once again we will incorporate new technological enhancements designed to not only relay the passion of competition to the watching world but to also achieve more with less.”

Manolo Romero, CEO, Olympic Broadcasting Services





Broadcast Revenue History: Olympic Games

Olympic Games	Broadcast Revenue (US\$)
• Rome 1960	1.2 million
• Tokyo 1964	1.6 million
• Mexico City 1968	9.8 million
• Munich 1972	17.8 million
• Montreal 1976	34.9 million
• Moscow 1980	88 million
• Los Angeles 1984	286.9 million
• Seoul 1988	402.6 million
• Barcelona 1992	636.1 million
• Atlanta 1996	898.3 million
• Sydney 2000	1,331.6 million
• Athens 2004	1,494 million
• Beijing 2008	1,739 million

Global Broadcast Plans

The broadcaster in the host country, the BBC, will offer British TV viewers the chance to watch every minute of every Olympic event live for the duration of the Games, with live HD streams across 24 digital channels. In total, the BBC will deliver around 2,500 hours of live sport coverage across its various platforms during the Games. This will be the first time that viewers have been given the opportunity to follow one particular sport throughout the day.

In the USA, rights-holding broadcaster NBC has also unveiled extensive, multichannel coverage plans for the Games. NBCUniversal will provide 5,535 hours of coverage for the Games across its television channels, website, and the first-ever 3D platform – an unprecedented level that surpasses the coverage of the Beijing 2008 Games by nearly 2,000 hours. The network intends to stream every event and medal ceremony live on its website (NBCOlympics.com) to complement its television coverage, with more than 3,500 hours of live coverage being shown online through various streams – up from 2,200 hours at the Beijing 2008 Games. The coverage will also be available to view via NBC's smartphone and tablet applications.

In Australia, Foxtel, which is sharing coverage of the Games with commercial broadcaster Nine, will launch eight dedicated high-definition channels to cover the Games, delivering over 1,100 hours of live programming for first time in Australia and 3,200 hours overall, while in Italy, Sky Sport channels will provide more than 2,000 hours of live Olympic coverage.

The Host Broadcaster

The record-breaking coverage of London 2012 will be produced by Olympic Broadcasting Services (OBS), which was created by the IOC in 2001 to serve as the Host Broadcaster for every edition of the Olympic Games.

As the Host Broadcaster, OBS is chiefly responsible for providing the images and sound of the Games to all broadcast organisations who have purchased the television and radio rights to the Games (the Rights Holding Broadcasters, RHBs).

London 2012 will be the first summer edition of the Games at which OBS will act as the sole Host Broadcaster, following its joint venture with the Beijing 2008 Organising Committee four years ago. Expanding the resources dedicated to the Beijing operation, OBS will utilise more than 1,000 cameras during London 2012, including 40 High Super Slow Motion cameras, to produce more than 5,600 hours of coverage, all in high definition.

Revenue from Broadcasting Partnerships

Olympic broadcast partnerships have been the single greatest source of revenue for the Olympic Movement for more than three decades, providing a secure financial base and helping to ensure the future viability of the Olympic Games.

The table (left) illustrates how broadcast revenues have grown since the 1960 Olympic Games in Rome.

For more information about Olympic broadcasting, please visit the IOC's official website (www.olympic.org/olympic-broadcasting).



London 2012 Broadcast Highlights

- The Olympic Games return to London, where the Games were first broadcast live into people's homes during the 1948 Games.
- Live 3D coverage will be available for the first time ever, with OBS producing 230 hours of live coverage, as well as a daily 3D highlights package.
- The IOC will broadcast live Olympic Games content for first time ever on its YouTube channel (www.youtube.com/olympics) in 64 territories in Asia and Sub-Saharan Africa.
- Digital media will ensure that more Olympic coverage will be available on more platforms than ever before.
- With the increased television and digital output, London 2012 looks set to surpass the record 61,700 hours of television broadcast coverage that was made available globally by broadcasters during the Beijing 2008 Olympic Games.

Key Facts

- Hours of coverage: 5,600
- Hours of 3D coverage: 230
- Number of cameras: 1,000
- True 3D cameras: 33
- High Super Slow Motion cameras: 40
- Rights Holding Broadcasters: 33
- Number of Accredited RHB personnel: 13,000
- Number of Games-time Host Broadcast personnel: 5,600
- Number of countries broadcasting the Games: More than 200
- Potential global audience: 4.8 billion

Rights Holding Broadcasters for London 2012

Region	Territories	Rights Holding Broadcasters	Rights
Africa	South Africa	South African Broadcasting Corporation	All (in English and indigenous languages only)
Africa	Sub-Saharan Africa	South African Broadcasting Corporation	English Language pay TV transmitted by means of Satellite TV (also Portuguese on non-exclusive basis)
Africa	Sub-Saharan Africa	Octagon	Over-the-Air TV, Radio & Mobile
Americas	Argentina	ESPN Latin America	Over-the-Air TV, Radio and Home Video
Americas	Argentina, Bolivia, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay	ESPN Latin America	Non-Standard TV (cable and satellite)
Americas	Bolivia, Costa Rica, the Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Nicaragua, Paraguay and Uruguay	Grupo Albavisión	Over-the-Air TV and Radio (both only in Spanish)
Americas	Brazil	Rádio e Televisão Record S/A	All
Americas	Canada	Canada's Olympic Broadcast Media Consortium	All
Americas	Caribbean	Sportsmax	All (except in Spanish language)
Americas	Chile	Televisión Nacional de Chile	Over-the-Air TV, Radio and Home Video
Americas	Colombia	Caracol TV	Over-the-Air TV, Radio and Home Video
Americas	Cuba	ICRT	Over-the-Air TV & Radio
Americas	Latin America (excl. Brazil)	Terra	Internet and Mobile (excl. IPTV)
Americas	Mexico	Televisa	Over-the-Air TV, Non-Standard TV (cable and satellite) and Radio
Americas	Panama	Medcom	Over-the-Air TV, Radio and Home Video
Americas	Peru	América Televisión	Over-the-Air TV, Radio and Home Video
Americas	USA	NBC	All
Americas	Venezuela	ESPN Latin America	Satellite TV
Americas	Venezuela	Telesur	Over-the-Air TV, Cable TV, Radio, Home Video
Asia	Asian countries	Asia-Pacific Broadcasting Union	Over-the-Air TV and Radio
Asia	Asian countries	ESPN STAR Sports	Non-standard TV ¹ (including cable and satellite)
Asia	Chinese Taipei	ELTA	All
Asia	Hong Kong	i-Cable	All
Asia	Japan	Japan Consortium	All
Asia	North & South Korea	Seoul Broadcasting System	All
Asia	People's Republic of China, incl. Macao	Chinese Central Television	All ²
Asia	Philippines	Solar Entertainment Corporation	All
Europe	European countries, except Italy	European Broadcasting Union	All ³
Europe	Italy	Sky Italia	All
Middle East	Arab countries	Arab States Broadcasting Union	All
Oceania	Australia	Nine Network Australia PTY Limited	All
Oceania	New Zealand	Sky Network Television Limited	All
Asia & Africa	Asia & Sub-Saharan Africa (64 territories)	International Olympic Committee	Internet and Mobile (excl. IPTV)

¹ Restricted to English only in some countries. ² Additional restrictions apply for Macao (ex:language). ³ Except Satellite TV in Italian language.

Olympic Sponsorship



“Over the past few decades, the TOP Programme has gone from strength to strength, which is testament to both the original idea of creating the programme and the continuing power of a partnership with the Olympic Movement and the Olympic Games.”

Jacques Rogge, IOC President

At a Glance

- Sponsorship is crucial to the successful staging of the Olympic Games
- Official partners receive exclusive marketing rights and an association with the Olympic brand
- The TOP Programme is the highest level of Olympic sponsorship



Commercial partnerships have been crucial to the success of the modern Olympic Movement throughout its 116-year history and have been a major factor in the continued growth of the Olympic Games. Sponsorship agreements now provide a major proportion of funding for the entire Olympic Movement, with official partners also providing technical services and product support to the IOC, Organising Committees of the Olympic Games and the National Olympic Committees.

Benefits for Olympic Partners

Official partners are able to enjoy exceptional global exposure through an association with the Olympic Games, which provide a unique marketing platform. By aligning themselves with the Olympic rings, official partners also benefit from an association with one of the most widely recognised symbols in the world, which is linked to traditional ideals and values.

Through marketing programmes, showcasing, internal reward schemes and community outreach initiatives, the Olympic Games also offer partners an unparalleled opportunity to develop innovative ways to build their brands, increase sales, connect with the public, build customer relationships, motivate their employees, enhance their corporate reputation and leave a lasting company legacy in the communities where they do business.

The Olympic Partner (TOP) Programme

Created by the IOC in 1985, The Olympic Partner (TOP) Programme is the highest level of Olympic sponsorship, granting exclusive worldwide marketing rights to both the Winter and Summer Games. The programme attracts some of the best-known multinational companies in the world and generates revenues that are distributed throughout the Olympic Movement, which ultimately supports the athletes. Not only does this money help finance the staging of the Games, it also goes towards developing sport across the world. This support contributes to the successful staging of the Games and enables more athletes and teams to compete on the Olympic stage and share their achievements with the world. Partners also help promote the Games and the Olympic values around the world by using their Olympic association in their marketing campaigns.

Operating on a four-year term in line with each Olympic quadrennium, the TOP Programme is now in its seventh generation (TOP VII) and features 11 Worldwide Olympic Partners, with each receiving exclusive global marketing rights within a designated product or service category.

In addition to the financial support generated by sponsorship, each Olympic partner's products, technology and expertise are vital to the success of the Games. Partners also help promote the Games worldwide through their marketing campaigns and sponsorship activations, helping the Olympic Movement reach a wide global audience. Through this commitment, the Olympic partners provide the foundation for the staging of the Games and help more athletes from more countries participate on the world's biggest sporting stage.

The following pages outline the essential contributions that the Olympic partners have made to London 2012 and also highlight the innovative programmes that they have developed to support athletes and share the universal values of the Olympic Movement with billions of people around the world.

For more information about Olympic sponsorship, please visit the IOC's official website (www.olympic.org/sponsors).

The Coca-Cola Company

Exclusive product or service category: Non-Alcoholic Beverages



“We are proud to be the longest continuous sponsor of the Olympic Games, in a partnership that has spanned 84 years. This year for London 2012, we have created our most ambitious activation to date. In the Coca-Cola ‘Move to the Beat’ campaign we are fusing the sounds of music and sport with the beat of London to create film content and a music anthem that we hope will inspire teens around the world to come together for this incredible event.”

Scott McCune, Vice President, Global Partnerships & Experiential Marketing

At a Glance

- Coca-Cola's Move to the Beat campaign aims to bring young people closer to the Olympic Games and sport through music
- Coca-Cola will serve 23 million drinks over an eight-week period
- Coca-Cola will offer the widest range of drinks ever offered at an Olympic Games
- For more information, visit www.coca-cola.com/theolympics



The Coca-Cola Company has supported the Olympic Movement since 1928 and is the longest, continuous partner of the Games.

At the 1948 Olympic Games in London, Coca-Cola offered only one drink in one size – Coca-Cola. During London 2012, however, Coca-Cola will offer the widest range of drinks and sizes ever offered at an Olympic Games, serving 23 million drinks over an eight-week period. It anticipates that 75% of the drinks served will be low or no-calorie.

Move to the Beat

Aligned with the vision to make London 2012 a Games to inspire youth, the ambition of Coca-Cola's Move to the Beat campaign is to bring teens closer to the Olympic Games and sport through music. An uplifting anthem by Grammy award-winning producer Mark Ronson and chart-topping vocalist Katy B fuses the sounds of Olympic sports with the beat of London music. Ronson travelled the world meeting young athletes to record their sounds, which provide the beat of the song.

Throughout the Games, Coca-Cola will be broadcasting 'The Beat of London', a live TV show highlighting the social side of the Olympic Games. Broadcast worldwide, the show will feature Olympic athletes, celebrities and musical performances, giving fans insight into the social side of the Games.

Olympic Torch Relay

Coca-Cola has supported the Olympic Torch Relay since the Barcelona 1992 Olympic Games. As a Presenting Partner of the London 2012 Olympic Torch Relay, Coca-Cola is celebrating this event with 61 evening concerts, plus four Special City Celebrations and a finale concert in London's Hyde Park, all featuring live performances from some of the UK's top music artists. The celebrations will mark the journey of the Olympic Flame as it travels around the country and will also honour the achievements of local Future Flames – inspirational teens selected by Coca-Cola to become Olympic Torchbearers for London 2012.

The Coca-Cola Beatbox

Coca-Cola's Olympic Park pavilion is designed to celebrate the best of British youth. The innovative Coca-Cola Beatbox, which takes inspiration from the company's Move to the Beat campaign, will enable people to 'play' the pavilion by interacting with sounds embedded within the architecture of the building. Visitors will be able to create their own beat for London 2012 by remixing the sounds of Olympic sports, captured by Mark Ronson. It is estimated that 200,000 people will visit the Beatbox pavilion during the course of the Games. The shape of the building itself takes inspiration from the iconic glass Coca-Cola bottle, and will lead people back down to the Coca-Cola perfect serve bar, which sits at the heart of the Coca-Cola Beatbox.

Commitment to Sustainability

At all London 2012 venues, packaged Coca-Cola products will be served in 100% recyclable plastic bottles and every bottle recycled at the venues will be made into a new bottle, back on shelves within six weeks. In addition, Coca-Cola, Diet Coke and Coke Zero drinks will be served in PlantBottle packaging, which uses up to 22.5% plant-based material.

Media Contact

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Acer

Exclusive product or service category: Computing Equipment



“Making an important contribution to the smooth and efficient running of the London 2012 Olympic Games is a very exciting task for Acer, as we continue to serve more and more business customers. We want to prove that as our equipment and engineers can support the biggest sporting event in the world and satisfy the diverse needs of our Olympic customers, there is no doubt that we can also support businesses of any size.”

Walter Deppeler, Acer Chief Marketing Officer

At a Glance

- Acer computers and technicians help provide the computing infrastructure, powering the Games efficiently and reliably
- Acer will provide 13,500 desktops, 2,900 notebooks, 950 servers and a 350-person Service Team
- Acer will operate an 800sqm showcase in the Olympic Park
- For more information, visit www.acer-group.com/public/Sponsorships/olympics.htm



In 2009, Acer became a Worldwide Olympic Partner for the Vancouver 2010 Olympic Winter Games and the London 2012 Olympic Games.

As a Worldwide Olympic Partner in the computing equipment category, Acer's responsibility is to provide the PC infrastructure that supports the Games. The company has been actively working with the London 2012 Organising Committee (LOCOG) to ensure that the 2012 Olympic Games run faultlessly.

The PC Infrastructure Behind the Scenes

The PC infrastructure provided by Acer to power the Olympic Games covers the entire Olympic complex. In total, 16,000 desktops, notebooks and tablets as well as 950 servers have been deployed to serve the numerous venues, including the Technology Operations Centre (TOC), Media Centres, the Olympic Villages, the LOCOG headquarters and all the competition venues.

Acer is also providing ground support at the Olympic venues, with more than 350 Acer technicians and managers on hand to ensure that all Acer equipment runs smoothly and delivers the excitement of the Games to people the world over.

In order to be in line with London 2012's sustainable philosophy, Acer is powering the Games with its innovative eco-friendly computers. Its Veriton L670G desktops deliver various benefits, such as reduced space, low weight and energy consumption savings, which will allow LOCOG to have a reduced environmental impact during the Games.

Acer Internet Lounges

For the London 2012 Olympic Games, Acer will also create four PC Lounges for both media and athletes, located in the Olympic Villages and Main Press Centre.

Acer Internet Cafés will be open 24 hours a day during the Games and Acer's on-site support staff and service technicians will provide customer support and solve technical issues.

The design of the Acer Internet Lounges for athletes is inspired by the sustainable objectives of London 2012 and the theme is "Acer Internet Garden". The Acer Internet Garden will provide athletes with 180 fully-equipped stations with broadband Internet access, communication and social networking environments, keeping them up to date with the things that matter the most and in touch with their friends and family.

Acer Sport and Technology Showcase

During the Games, Acer will also run an 800sqm interactive showcase in the heart of the Olympic Park.

The Acer pavilion will host park visitors and special Acer guests from all around the world, enabling them to learn about Acer's vision of the pursuit of excellence in sport and technology, and its exploration beyond technological, physical and performance limits. Interactive areas within the showcase will also present the technological innovations of Acer.

The pavilion's theme is 'The Acer Journey' and the showcase will give visitors an opportunity to explore exciting Acer technology.

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Atos

Exclusive product or service category: Information Technology



“We are delighted to be working with London 2012 on what will be our sixth Olympic Games as a Worldwide IT Partner. We are now drawing on our extensive experience of delivering the technology infrastructure and systems for previous Games. We are working with LOCOG and other technology partners to ensure the London 2012 Olympic Games are the best Games possible.”

Patrick Adiba, CEO Atos for Iberia, the Olympics and Major Events

At a Glance

- As the official IT integrator, Atos is responsible for the design, build and operation of the IT infrastructure for London 2012
- For the London Games, Atos expects to process 30% more results data than in Beijing, ensuring the world's media meets the increasing demand of fans for information as it happens
- For more information, visit uk.atos.net/en-uk/olympic_games



As the Worldwide IT Partner for the Olympic Games, the Business Technologists from Atos integrate, manage and secure the vast IT system that relays results, events and athlete information to spectators and media around the world.

What Atos Delivers

Atos' challenge is to create an IT solution for each Olympic Games that allows the capture and reporting of every moment of the action and supports in bringing it to the world via television and the Internet. This requires a blend of specialist skills and experience backed up by a complete understanding of just what the organisers, competitors and audience expect.

As lead integrator, project manager and IT operations manager, Atos is ultimately responsible for the entire IT infrastructure of the Games.

- **Design** - Atos is responsible for designing a complex and secure high quality IT infrastructure on time to specification and within budget. While designing architecture for current Games, Atos considers the next Games and how to transfer the knowledge gained.
- **Build** - Atos implements IT security preventative measures to protect against physical and digital attacks on the IT network architecture. The company is also responsible for building and refining a customised suite of software applications that power the Olympic Games.
- **Operate** - Atos applies its 'one team' approach to ensure that a complex network of IT partners and suppliers, employees and volunteers work together to deliver the best possible service and support to each Olympic Games.

Security and Risk Management

For the Beijing 2008 Olympic Games, Atos collected and filtered more than 12 million IT security events each day to detect any potential security risk for the Olympic Games IT systems. From these, less than 100 were identified as real issues. All were resolved, with no impact at all on the Olympic Games. Atos focuses on three key IT areas: security architecture, risk management and security operations.

Games Management Systems

The Games Management Systems support the planning and operations of the Games, including accreditation, sport entries and qualification, medical encounters, workforce management and the volunteer portal.

Information Diffusion Systems

This group of systems deliver real-time results to the media and the Olympic family. This includes the Commentator Information System and myInfo+.

- **myInfo+** - This will be available for the first time at London 2012. The new internet application enables accredited media, sports officials and athletes to access information such as schedules, transport news and sports records.

- **Commentator Information System (CIS)** - For the first time ever in the Summer Games, all 26 Olympic sports have been added to the Commentator Information System (CIS). Managed centrally from the Technology Operations Centre, the CIS provides commentators and journalists with touch-screen technology that gives results in real time.

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The Dow Chemical Company

Exclusive product or service category: Official Chemistry Company



“With our long-standing commitment to global sustainability, innovation, scientific excellence and addressing world challenges, we believe Dow is perfectly matched to the vision of the Olympic Movement, which is about peace, progress and the world coming together to celebrate our common humanity.”

George Hamilton, Vice President, Dow Olympic Operations

At a Glance

- Dow has been a Worldwide Olympic Partner since 2010
- Dow provides more sustainable and innovative solutions to help optimise the staging of the Games, to improve the comfort and safety of spectators and to lessen environmental impacts
- For more information, visit www.dow.com/olympicpartnership



Dow is a science and technology company with 52,000 employees worldwide. It manufactures more than 5,000 products at 197 sites in 36 countries for customers in approximately 160 countries, with annual sales of \$60 billion in 2011.

Dow has been a Worldwide Olympic Partner since 2010. The company started working on Olympic Games projects in 1980 when providing insulation that was used in ice skating rinks and bobsled runs at the Lake Placid Winter Games. From helping to reduce energy usage and CO₂ emissions in Olympic venues, to developing improved playing surfaces for athletes, Dow provides specialty products that highlight the important role chemistry plays in sports and everyday life.

Winning Solutions

As a Worldwide Partner and Official Chemistry Company of the Olympic Games through 2020, Dow has been working closely with the London 2012 Organising Committee to provide sustainable science and chemistry-based solutions that assist in the planning, building and legacy of the Games. As well as producing a sustainable, fabric “wrap” that will encircle London’s iconic Olympic Stadium, Dow solutions are making a difference in several areas, including:

Roofing and Flooring

- Dow’s roofing and flooring solutions can be found in the London 2012 Copper Box, London’s iconic Olympic Stadium, Olympic Village, International Broadcast Centre and the Main Press Centre – equipping the roofs of these venues for resistance to moisture and the ability to cope with temperature fluctuations for the expected lifetime of the structures.
- Dow Chemical’s roofing solutions at the Copper Box will help limit vibrations and noise inside the arena due to a concentrated area of the building that has been reinforced with FLOORMATE to support heavy equipment, like air conditioners so they are not spread out over the length of the building.

Softer and More Sustainable Pitch

- Field hockey will be played on artificial “grass” surfaces made from Dow technology that keeps the turf soft, resilient and tough while providing a durable pitch for players to slide, tackle and fall on more safely. This turf requires little maintenance and spares resources like water (for irrigation) and energy (for mowing).

Keeping the World Watching

- Dow provides materials in wire and cable that enable reliable and efficient transmission and distribution of signals during the Games. These cables will have a lasting impact on London’s technology infrastructure and will be reused in other projects after the Games.

Reliable and Durable Surfaces for Athletes

- Dow helped design, manufacture and install a resin flooring system at the Eton Manor Sports Complex that provides a tough, durable and more slip-resistant surface. The floor’s anti-slip properties improve safety for athletes.

Dow is already working with future host cities – such as Sochi and Rio de Janeiro – to provide innovative and sustainable solutions for the next Games.

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GE

Exclusive product or service category: Energy Generation Systems, Energy Distribution Systems, Healthcare: Diagnostic Imaging, Monitoring and Electronic Medical Records Technology, Lighting Fixtures & Systems, Aircraft Engines, Rail Transportation, Water Treatment Facilities & Services, Equipment & Transportation Management



“We are committed to working with the IOC and the local Organising Committees to deliver world-class infrastructure solutions and a sustainable legacy to future generations.”

Jeff Immelt, GE Chairman & CEO

At a Glance

- GE will provide essential equipment to efficiently generate, distribute and measure power during the Games, as well as illuminate Olympic venues
- GE is also equipping the Polyclinic in the Olympic Village and providing charge points for London 2012's fleet of electric vehicles
- For more information, visit www.ge.com/olympicgames



GE is the exclusive provider of a wide range of innovative products and services that are integral to staging a successful Olympic Games. GE works closely with host countries, cities and Organising Committees to provide infrastructure solutions for Olympic venues including power, lighting, water treatment and transportation, and supplies local hospitals with diagnostic imaging equipment and healthcare IT solutions. GE's Olympic Games partnership was launched in January 2005 and an extension to the partnership was announced in July 2011 to take it until 2020, including the Sochi 2014 Winter Games, the Rio 2016 Olympic Games, the Pyeongchang 2018 Winter Games, and the 2020 Olympic Games.

GE and London 2012

There will be GE equipment in all sporting and non-sporting venues at London 2012, including the Olympic Village. The three Jenbacher CHP engines in the Energy Centres will provide power, heating and a cooling system across the Park for the Games and for the new buildings and communities that will develop after 2012.

GE is also working with the Mayor and Transport for London (TfL), in association with LOCOG and fellow London 2012 sustainability partners EDF and BMW, to install 120 GE charge points that will support a fleet of zero-emission electric vehicles set to be used during the London 2012 Games. These points will then provide a post-Games legacy for London.

GE is also equipping the Polyclinic in the Olympic Village, where athletes will have access to best-in-class digital imaging including MRI, CT, X-Ray and Ultrasound, allowing the diagnosis of injuries.

Sporting legacy

GE became the Elite Partner of the British Triathlon Federation in April 2010, providing support and expertise for the athletes as they prepare and compete at the highest levels in the run up to London 2012. In keeping with previous Games, where GE provided state-of-the-art medical imaging equipment for the early diagnosis and treatment of sporting injuries, the partnership is exploring specific ways in which GE's healthcare technology and expertise could help to optimise and improve the performance of the team in the events leading up to and including London 2012.



Olympic community and education programmes

GE donated £4.7 million of medical equipment as a legacy gift to the Homerton University Hospital, the hospital for the London 2012 Olympic Games, for a new maternal and newborn centre. GE and its partners are also replacing the lamps on London's

iconic Tower Bridge, providing a state-of-the-art, energy-efficient lighting system that will have energy savings of 40-45% over the current artistic lighting fixtures. Energy-efficient LEDs and floodlights will illuminate and showcase the towers of the bridge. GE has also launched a new campaign, in conjunction with the London 2012 'Get Set' initiative, to improve break times in schools. The Design My Break schools competition for 11- 14-year-olds asked students to work in teams and think about how they could spend the second school break of the day – typically lunchtime – differently, to improve their nutrition, physical activity and emotional well-being.

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McDonald's®

Exclusive product or service category: Retail Food Services



“Every dimension of our partnership reflects the ideals that we share with the Olympic Movement – excellence, teamwork, and giving your best. These ideals are at the heart of who we are and have defined our relationship with the Games since our partnership began more than 35 years ago.”

**Dean Barrett, McDonald's Global Marketing Officer
and Senior Vice President**

At a Glance

- McDonald's is the world's leading global foodservice retailer with more than 33,500 locations serving approximately 68 million customers in 119 countries each day
- More than 80% of McDonald's restaurants worldwide are owned and operated by independent local men and women
- For more information, please visit www.aboutmcdonalds.com, www.facebook.com/mcdonaldscorp, or www.twitter.com/mcdonaldscorp



As a Worldwide Partner and the Official Restaurant of the Olympic Games for more than 35 years, McDonald's is bringing its ongoing commitment to children's well-being and food quality to life leading up to and on-site at the London 2012 Olympic Games. McDonald's markets around the globe will celebrate the Games by connecting with children and families to encourage balanced eating and fun play.

McDonald's support of the Olympic Movement began with the 1968 Olympic Winter Games in Grenoble, France, when the company airlifted hamburgers to U.S. athletes after they reported being homesick for McDonald's food. London marks the company's ninth consecutive Games as the Official Restaurant.

Feeding the World's Best Athletes

McDonald's continues its role in feeding the athletes, coaches, officials, media and spectators on-site at the Games. McDonald's is building four Olympic venue restaurants: one in the Olympic Village, one in the Main Media Centre, and two in the Olympic Park for spectators. For the first time, Happy Meals will be served in McDonald's Olympic retail venues and will include fruit, vegetable and dairy options.

McDonald's Champions of Play

McDonald's new Champions of Play programme focuses on the importance of balanced eating and fun play, and will bring children from around the world together for a once-in-a-lifetime experience in London. Up to 200 children will attend sporting events, meet athletes and tour the cultural sights of London. New for the London 2012 Games will be an exclusive Olympic moment – for the first time ever, the children will get a behind-the-scenes look at select venues, such as the athletics stadium, Velodrome and BMX track, and special access to where the athletes will compete. Dara Torres, five-time U.S. Olympic swimmer and mother, is the global ambassador of the programme. In addition, many of the children will also be youth correspondents, sharing their experiences with their hometown press. McDonald's Champions of Play is designed to reach children and families around the world through a variety of resources in restaurants and online at www.championsofplay.com, featuring tips to encourage balanced eating and fun play.

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McDonald's Olympic Champion Crew

McDonald's continues its longstanding tradition of bringing the best-of-the-best restaurant employees and managers from around the world to serve the athletes, coaches, media and spectators at the McDonald's Olympic venue restaurants. London 2012 marks the largest crew ever, with more than 2,000 top performers from the UK and across the globe.

McDonald's Chef Demonstrations

McDonald's will host a series of chef demonstrations at its Main Media Centre restaurant to showcase the company's culinary expertise and menu innovation. McDonald's Executive Chef and Senior Director of Culinary Innovation Dan Coudreaux will be joined by special guests and McDonald's Champions of Play on-site. Families around the world will be able to view the demonstrations via webisodes on aboutmcdonalds.com.



Omega

Exclusive category: Timing, Scoring and Venue Results Services



“The London 2012 Olympic Games has particular significance for Omega. It will mark the 25th time we have assumed our role as Official Timekeeper; we will celebrate the 80th anniversary of our first Olympic Games; and we will be returning to the city where, in 1948, we helped usher in the age of modern sports timekeeping.”

Stephen Urquhart, President of Omega

At a Glance

- Omega is the Official Timekeeper and data handler for London 2012, providing more than 400 tonnes of timing and scoring equipment
- Omega became the Official Timekeeper at the 1932 Games and was also the timekeeper the last time the Games were held in London, in 1948
- Omega Countdown Clocks built in Trafalgar Square and Greenwich
- For more information, go to www.omegawatches.com



Omega first served as the Official Timekeeper at the Los Angeles Olympic Games in 1932. Never before had a single company been chosen to provide all the timing devices and technology for the Olympic Games. At those Games, Omega delivered 30 handheld stopwatches, which were used to time every event. In London in 2012, 450 professional timekeepers and data handlers, along with a veritable army of local volunteers, will be using more than 400 tonnes of equipment to ensure that the timing, scoring, display and distribution of the results are flawlessly executed.

Omega's unparalleled reputation as an innovator in sports timing and measurement technologies has led to a long, rewarding relationship with the IOC. In London, Omega will assume its Official Timekeeper role for the 25th time.

London 2012 Timekeeping Technology

Omega will debut several new timekeeping technologies in London, including:

- **Quantum Timer** – With an enhanced resolution of one millionth of a second, the Quantum Timers mark the beginning of a new generation of OMEGA Timing products, providing 100 times greater resolution than previous devices.
- **Athletics Starting Block** – The runners' reaction times will be measured entirely by the force against the back block and not by movement.
- **Swimming Show** – Lights mounted on the starting blocks will instantly indicate the first three swimmers to tap their touch pads at the end of a race.
- **Open Water Gate** – New gates will provide timing information at intervals throughout the swimming marathons, as well as the beginning and end.

The Countdown Clocks

Among the symbols that best represent Omega's Olympic role is the Countdown Clock in London, which was unveiled on 14 March 2011, exactly 500 days before the festivities were scheduled to begin. The clock is 6.5 metres high, five metres long and weighs around four tonnes. Another was activated in July 2011 in Greenwich.

Omega's Olympic Games Marketing

Omega has created a range of marketing materials in support of its role at the Olympic Games. Its television commercial features some great Olympic athletes in the moments just before their events begin and uses the Rolling Stones' 1982 hit "Start Me Up". The brand has also created a print campaign and a brochure that recall the birth of modern sports timekeeping at the London 1948 Olympic Games, when Omega was also Official Timekeeper.

Omega Seamaster 1948 Co-Axial 'London 2012' Limited Edition

The Omega Seamaster Diver 1948 Co-Axial 'London 2012' Limited Edition combines a design influenced by the very first Omega Seamaster launched in 1948 and the brand's cutting-edge Co-Axial technology. When the Games were last held in London in 1948, Omega was on hand as Official Timekeeper so the classically-styled wristwatch is a perfect tribute to a special year. The watch has an 18ct gold medallion embossed with the London 2012 logo mounted in the caseback.

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Panasonic

Exclusive product or service category: Audio/TV/Video Equipment



“Panasonic has been proud to support the Olympic Host Broadcaster since the first digital broadcast in Barcelona 1992, right through to the first HD broadcast in Beijing 2008. Now we are proud to announce the partnership with the IOC and OBS to create another successful era in Olympic broadcasting with the first live 3D Olympic Games at London 2012. There is no doubt that the Olympic Games will provide some of the best content for the 3D market in the future, and that 3D TV will drastically change the way we experience this great sporting event at home.”

Takumi Kajisha, Senior Managing Executive Officer
of Panasonic

At a Glance

- Panasonic will supply more AV equipment for London 2012 than any other Games in history
- Panasonic products will be used to deliver the first ever live 3D Olympic broadcast
- Panasonic will operate a Full HD 3D Theatre showcase within the Olympic Park during the Games
- For more information, go to panasonic.net/olympic

Panasonic

Panasonic has been an Official Worldwide Olympic Partner in the Audio and Visual Equipment Category for more than 20 years, providing the Olympic Games with state-of-the-art digital audio/video equipment, such as flat screen TVs, digital video cameras, DVD recorders, and professional audio/video equipment.

Panasonic's technology plays a vital role in delivering the sights, sounds and unique excitement of the Olympic Games, from the field of play to the spectators through its large on-site video screens and professional audio systems, and to people around the world through broadcasting with its digital broadcast equipment.

Sharing the Passion

Under the slogan 'Sharing the Passion', Panasonic contributes to the success of the Olympic Games with its technology and video expertise, from large screen displays, audio and broadcast equipment at the event venues to supplying top of the range cameras, camcorders and plasma displays to support the training programmes of athletes such as the British Sailing team and heptathlete Louise Hazel.

- **Creating Excitement at Olympic Venues** – Panasonic portrays the passion and excitement at Olympic venues by supplying technology such as large-screen display systems and professional audio systems. Panasonic's new projectors will also be used during the Opening and Closing Ceremonies.
- **Delivering Olympic Games Excitement to the World** – With its high quality, cutting-edge broadcast technology, Panasonic continues to record the passion of the Olympic Games and support Olympic broadcasting platforms by supplying a vast amount of equipment, such as studio VTRs and camcorders. For London 2012, Panasonic is supplying more audio/visual equipment than at any Games in history.
- **Recreating Olympic Games Excitement at Home** – With AV products that offer immersive, high quality images, Panasonic exhaustively recreates and shares the passion and excitement of the Olympic venues in living rooms around the world via TVs, AV equipment and other technology.

Official 3D Equipment Partner

In August 2011, Panasonic, the IOC and Olympic Broadcasting Services (OBS) announced their partnership agreement to make London 2012 the first-ever live 3D Olympic Games. The partnership will produce the first HD 3D live broadcast in Olympic history, and will allow audiences around the globe to witness the world's greatest sporting event in immersive 3D. OBS will be in charge of producing more than 200 hours of 3D coverage during the London 2012 Olympic Games by utilising Panasonic's state-of-art 3D production technologies including the AG-3DP1, a P2HD professional fully-integrated twin-lens Full HD 3D camera recorder.

Full HD 3D Theatre

During London 2012, Panasonic will operate a showcase within the Olympic Park where they will screen live 3D coverage of the Games, as well as other original 3D content. The Panasonic FULL HD 3D Theatre will give fans and athletes the chance to enjoy the Games as if they were in the stadium.

For more information, visit the Panasonic Olympic Facebook page (www.facebook.com/PanasonicWorldwideOlympicPartner).

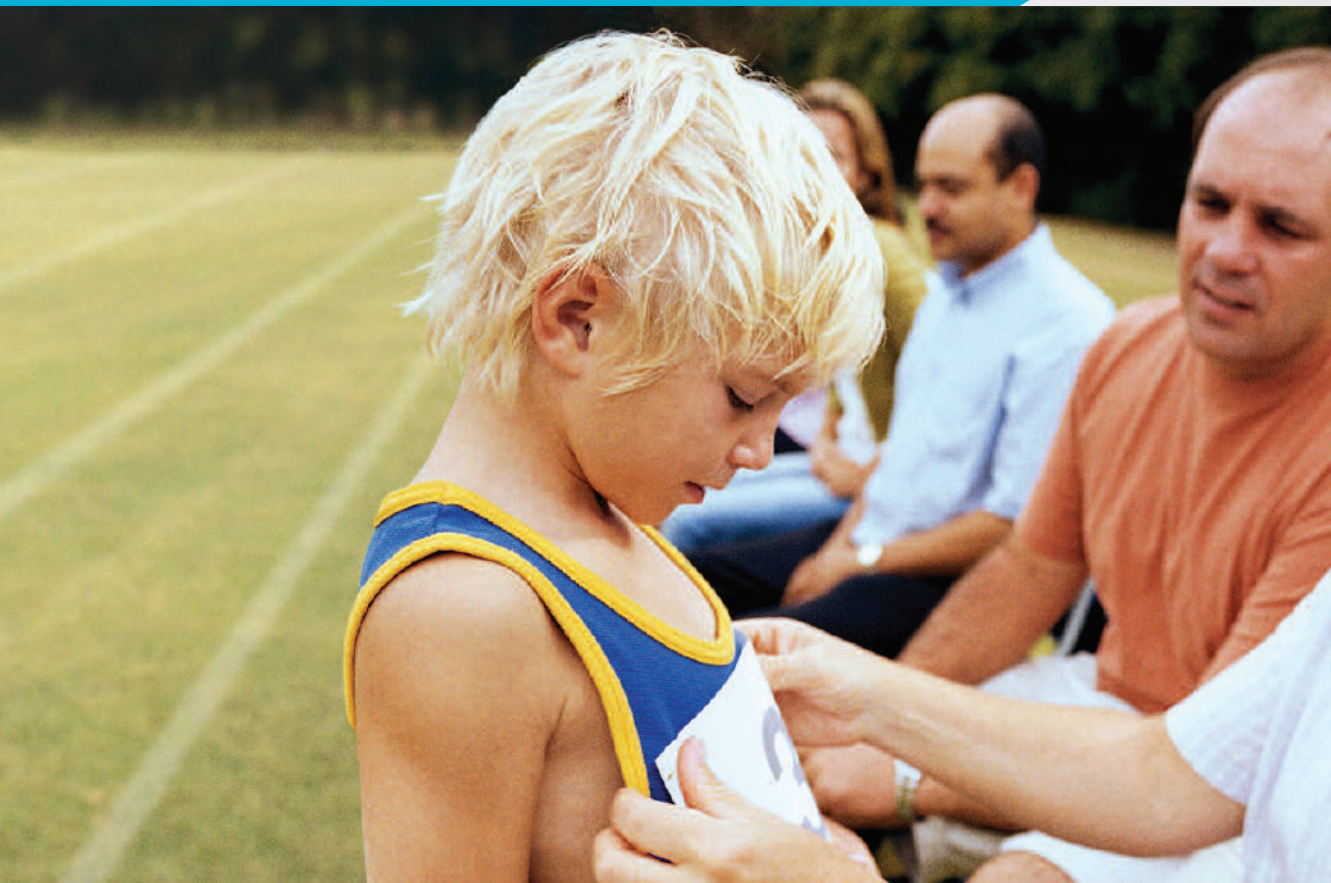
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Procter & Gamble

Exclusive category: Personal care and household products



“P&G’s brands including Pampers, Duracell, Gillette and Pantene will support more than 150 athletes at the London 2012 Olympic Games. P&G recognises that behind every athlete is an even more amazing mum. Through our ‘Thank You Mum’ programme we will support not just the mums of Olympic athletes – but every mum. We hope to create a movement to thank mums everywhere, making a difference to youth sports around the globe.”

Marc Pritchard, P&G Global Brand Building Officer

At a Glance

- In London, P&G will provide the P&G Family Home, complete with products and services to help the athletes and families feel at home
- P&G aims to raise \$5 million to support youth sports programmes around the world
- P&G will support more than 150 athletes, half of whom are women
- For more information on P&G, go to www.pg.com



P&G is the largest consumer packaged goods company in the world, with global sales of \$82.6 billion. P&G products reach approximately 4.4 billion people in more than 180 countries around the world thanks to one of the largest and strongest portfolios of trusted household brands, including Pampers, Gillette, Tide/Ariel, Pantene, Olay, Always, Iams, Crest, Charmin, Duracell and Downy.

P&G became an Official Worldwide Olympic Partner in the “personal care and household products” category in 2010. This partnership with the Olympic Movement is the company’s most far-reaching partnership ever, leveraging its global reach and spanning the next five Olympic Games through 2020.

Supporting Athletes

P&G and its brands will support more than 150 athletes. The athletes will be featured in advertising and retail programmes in more than four million stores around the world. Examples of P&G brand campaigns include:

- **Gillette** – “A Great Start Every Day” campaign featuring Swiss tennis player Roger Federer, British cyclist Sir Chris Hoy and U.S. swimmer Ryan Lochte.
- **Ariel & Tide** – “Proud Keeper of Your Country’s Colours” campaign featuring Kenyan marathoner Catherine Ndereba and Mexican pentathlete Oscar Soto.
- **Pampers** – “The Play Gear for Champions in every Baby” campaign featuring U.S. beach volleyball player Kerri Walsh Jennings, Canadian hurdler Priscilla Lopes-Schliep and British marathoner Paula Radcliffe.

Thank You Mum

As a company, P&G is uniting behind its “Thank You Mum” campaign – a global effort to thank mothers for all they do. P&G recognises that behind every athlete is an even more amazing mother who has supported her child every step of the way. So P&G is using its voice at the Olympic Games to say “Thank You Mum” not just to mothers of Olympians, but to all mothers for everything they do to help their children achieve their dreams. The campaign is a natural fit with P&G’s business. For 175 years, P&G and its brands have been helping make the lives of mums and families around the world a little bit better every day. The campaign will be P&G’s largest and most far-reaching campaign ever. P&G is inviting people everywhere to say “Thank You Mum” by participating in the campaign on-line and in-store.

The Gift

P&G is also offering a “Thank You Mum Gift” to mothers of Olympians. For some, the gift will help them travel to London to watch their child compete at the Olympic Games. At the Games, all Olympians’ mothers will be able to enjoy the P&G Family Home – a place where Olympians and their families can relax, unwind, and be together. In the P&G Family Home, the company will offer athletes, their mothers and families services provided by many of P&G’s trusted brands, such as beauty, grooming and laundry services and a Pampers playground..

A Legacy of Thanks

As part of P&G’s commitment to the Olympic Movement, the company also asked hundreds of mothers what it could do to honour all that mothers do for their children. The response was to support the youth sports organisations around the world. So in January at the Youth Olympic Games in Innsbruck, Austria, P&G committed to raise \$5 million for youth sports programmes through sales of its brands.

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Samsung

Exclusive product or service category: Wireless Communication Equipment



“Throughout the many years of Samsung’s support for the Olympic Games, our role has evolved to become an integral part of the spectator experience, an achievement that will continue up to and throughout London 2012 in our campaign, ‘Everyone’s Olympic Games’. Our goal for London 2012 is to offer new inspiring opportunities for everyone to experience and take part in the London 2012 Olympic Games through our innovative smartphone technologies. We have created a range of exciting opportunities to make the Games an unforgettable experience for Olympic fans around the world.”

Sunny Hwang, Vice President & Head of Global Sports Marketing, Samsung Electronics

At a Glance

- Samsung will provide the Olympic Family with mobile phones and the company’s proprietary wireless communications platform during the Games
- Samsung is also a presenting partner of the Torch Relay and will showcase its cutting-edge mobile technology at the Olympic Park and across major sites in London during the Games
- For more information, please visit www.samsung.com/london2012



Samsung's association with the Olympic Movement began almost 25 years ago when the company became a local sponsor of the Seoul 1988 Olympic Games. Since the Nagano 1998 Olympic Winter Games, the company has been a Worldwide Olympic Partner in the Wireless Communications Equipment category, providing its proprietary wireless communications platform, called WOW (Wireless Olympic Works), and mobile phones. These innovative mobile phone technologies provide the Olympic Family with a real-time, user location-based information service and interactive communications.

During London 2012, Samsung will also showcase its cutting-edge mobile technology at the Olympic Park and across major sites in the city to enrich the Olympic Games experience for spectators.

Samsung has also launched its "Everyone's Olympic Games" promotional campaign, which encourages everyone around the world to get involved in London 2012.

Olympic Torch Relay

As a Presenting Partner of the Olympic Torch Relay (OTR), Samsung aims to inspire more people to become part of the OTR and share the Olympic spirit with everyone across the world. The Olympic Torch is the emotional symbol that marks the beginning and end of the Olympic Games. It also presents an opportunity for the general public to take part in the Olympic Games by offering them a chance to carry the Olympic Flame. Samsung aspires to help more people experience the sights, sounds, and emotions of the Olympic Torch Relay. Samsung is honoured to have selected a great number of inspirational Torchbearers who have "gone the extra mile", and will also support towns and cities to celebrate the excitement of the Torch Relay to provide a more enjoyable experience to everyone.

Samsung Hope Relay

Samsung is expanding the Olympic Torch Relay experience beyond the UK, to everyone around the world. The Samsung Hope Relay is a digital campaign that allows everyone to take part virtually in the Olympic Torch Relay and contribute to their local community. Users can easily download the App to become a Samsung Hope Relay virtual Torchbearer, and for each mile they complete, Samsung will make donations to carry out social contribution programmes. Samsung will partner with a variety of charitable organisations, mainly with the network of charities supported by the "Samsung Hope for Youth" programme, to bring attention to the worldwide need for childhood education and healthcare. What's important is that anyone can participate and feel part of the London 2012 Olympic Torch Relay.

Samsung Global Bloggers

The Samsung Global Blogger (SGB) is Samsung's signature content generation programme and is set to spread the excitement of the Olympic Games around the world. Approximately 100 inspiring young individuals will report "live" from the competition venues and locations of cultural and visitor interest, and share their unique perspectives of the Olympic Games. Exclusive content and experiences will be captured and shared with Olympic fans and social media networks around the world using Samsung's mobile technologies. Through this initiative, and as a supporter of sports and youth, Samsung has succeeded in offering young people from around the world an inspiring opportunity to be involved in the Olympic Games.

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Visa

Exclusive product or service category: Payment Services



“The Olympic Games transcend political and geographical boundaries to deliver incomparable international exposure and broad-based audience interest appealing to virtually every demographic. They stand as one of the premier sporting and cultural events in the world and we are delighted to extend our sponsorship through 2020.”

Joseph Saunders, CEO and President, Visa Inc.

At a Glance

- Visa implements and manages the payment system infrastructure and network throughout all Olympic Games venues
- During London 2012, Visa will provide around 3,200 contactless enabled point-of-sale devices in merchant locations in Olympic Games venues as well as eight ATMs within the Games footprint
- For more information on Visa, visit www.visa.com/olympicmediakit
For more information on Visa Europe, visit www.visaeurope.com



Visa has been a sponsor of the Olympic Games for more than 25 years and is the only payment card accepted at the London 2012 Olympic Games. Visa will remain the exclusive payment services sponsor and the only card accepted at the Olympic Games through 2020.

Team Visa London

Since 1986, Visa has empowered more than 1,000 Olympic hopefuls to achieve their dreams by providing financial support and valuable marketing exposure in pursuit of their Olympic goals. For London 2012, Visa is supporting 69 individual athletes, along with national teams from more than 30 countries including the United States, Canada, Brazil, China, United Kingdom, South Africa and Russia.

On-Site Operations

At every Olympic Games, Visa implements and manages the payment system infrastructure and network throughout all Olympic venues. For the London 2012 Olympic Games, there will be approximately 3,200 contactless enabled point-of-sale devices in merchant locations in Olympic Games venues. Visa will also set-up eight ATMs within the Games footprint, and eight Visa Customer Service Booths at various Olympic venues that will offer on-site assistance to cardholders.

Mobile Payments

Visa and Samsung have formed a strategic alliance to introduce the latest innovation in payment technology enabling Visa and Samsung sponsored athletes to make mobile payments using the new Samsung Galaxy S III smartphone equipped with NFC contactless technology. NFC is the short range technology standard that enables mobile phones to securely transmit payment information to a payment terminal. A limited edition of the Samsung Galaxy S III will be equipped with an Olympic-branded Visa mobile payment application, that can be used for mobile purchases at 140,000 retailers throughout the UK. The Games present a unique opportunity to showcase the future of payments coming to life and leave a lasting legacy post-2012 for financial institutions, merchants, mobile operators and consumers. Backed by the multi-layered security and reliability of Visa's processing platform, payments initiated with the Visa payWave mobile application are protected by the same standard terms and conditions that apply to Visa cards.

Olympic Marketing Campaigns

Visa's global Olympic marketing campaign – Go World – running in over 70 countries celebrates athleticism and human triumph through unique athlete stories. The “social by design” campaign includes social media extensions, television and digital advertising and usage promotions to connect with cardholders and Olympic fans, driving preference for and usage of Visa products worldwide. Visa is utilising popular social media platforms around the world, including Facebook (www.facebook.com/visa) to encourage fans to cheer on Team Visa athletes.

Visa Europe's 2012 advertising campaign features Visa Europe's Innovation Ambassador Usain Bolt and Team Visa Europe athletes. The campaign brings the Games to life for consumers across Europe with promotions via Visa Golden Space (www.visa.co.uk/goldenspace), offering the chance to win London 2012 ticket packages and other prizes via prize draw and instant win competitions.

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London 2012 Domestic Sponsorship Programme



London 2012. Fuelling the Future.

Find out more at bp.com/london2012 or find us on [f](#) [t](#)



official partner





In addition to the funding and support offered by the Worldwide Olympic Partners, London 2012 has also benefited from a domestic sponsorship programme – managed by the London 2012 Organising Committee (LOCOG) – which has granted exclusive marketing rights within the host country to further help fund and stage the Games.

Offering three levels of sponsorship – National Partner, Official Supporter and Official Providers and Suppliers – the programme has enjoyed great success, raising significant funds to support London 2012, and providing LOCOG with help for specific operational needs during the planning and staging of the Games. The programme has also supported the British Olympic Association and its athletes.

For more information about domestic sponsorship, please visit the IOC's official website (www.olympic.org/sponsors/local-sponsorship).

adidas



adidas signed up as a Tier One partner of the London 2012 Olympic Games in September 2007, becoming the Official Sportswear Partner. adidas will kit out Team GB athletes and officials, as well as Games Officials, London 2012 staff and volunteers. For London 2012, adidas appointed British designer Stella McCartney as Creative Director. The British Team kit is the most comprehensive range that's ever been supplied to a national team, combining the best in performance technologies and stand-out British style. adidas will supply over 900 British athletes across the 26 Olympic sports producing a total of approximately 175,000 items of clothing. adidas will also have exclusive licensing rights for branded and unbranded sportswear at London 2012 venues and stores.

BMW



BMW is the Official Automotive Partner of the London 2012 Olympic Games. As a domestic sponsor, Sustainability Partner and Supporting Partner of the Olympic Torch Relay, it is the role of BMW to provide a diverse fleet of approximately 4,000 vehicles which meets the varied operational requirements of the Games. A fleet that will also achieve the challenging CO₂ emissions target of 120g/km, as set by the Organising Committee. Voted the world's most sustainable automotive company by the Dow Jones Sustainability Index in 2011 for the seventh consecutive year, BMW will provide hybrid, electric and industry-leading efficient diesel cars as part of the fleet, which also includes motorcycles and bicycles, providing essential mobility for all of those individuals critical in staging the Games.

BP



Under the banner of "Fuelling the Future", BP, the Official Oil and Gas Partner for the London 2012 Games, is providing advanced fuels and engine oils for over 5,000 official vehicles; showcasing its most advanced biofuels and providing liquefied petroleum gas (LPG) for the Games' catering facilities. As a Sustainability Partner and the Official Carbon Offset Partner with Target Neutral, BP is playing a key role in helping to deliver a lower-carbon Games. And, as a Premier Partner of the Cultural Olympiad and London 2012 Festival, BP continues to demonstrate its longstanding support for UK arts and culture.





British Airways



British Airways is the official airline partner of the London 2012 Games, as well as official airline of Team GB and ParalympicsGB. The airline has been helping British athletes by flying them to and from sporting events around the world. Through the BA Great Britons programme, the airline has also supported up and coming British talent to create an Olympic inspired menu, short film and aircraft livery in the run up to the London 2012 Games. The Olympic Flame also arrived into the UK on a celebratory British Airways aircraft on 18 May, ahead of the London 2012 Torch Relay.

BT



BT is the official communications services partner of London 2012 and will deliver the network and communications services that will help bring the London 2012 Games to the world. Over the past four years, BT has deployed the first ever converged communications network for a Summer Games, including 5,500km of cabling and 1,800 wireless access points, and is hosting the official website. In addition, BT is providing super-fast fibre broadband to the Athletes' Village, enabling the athletes to stay connected with family and friends. BT is also a Premier Partner of the London 2012 Festival, giving people a fantastic and free London 2012 experience through its cultural projects. For more information, visit www.bt.com/london2012

EDF



EDF is an official partner and the official electricity supplier to London 2012. EDF is using London 2012 to encourage people to think about where their energy comes from and the actions they can take to live lower carbon lifestyles. This is achieved by showcasing company expertise and using education initiatives to drive behavioural change. EDF has installed real-time energy monitoring technology in some venues on the Olympic Park, designed a recharging solution for 200 electric vehicles in the Olympic fleet, in collaboration with Worldwide Olympic Partner GE and London 2012 domestic partner BMW, and engaged six million children in sustainability through 'The Pod' programme for greener schools. In addition, community initiatives such as the EDF Community Rowing Challenge and Legacy Champions have helped to bring young people in London closer to the Games.

Lloyds TSB



Lloyds TSB is the Official Banking and Insurance Partner of the London 2012 Games. It has delivered its vision of bringing the Games closer to communities, young people and businesses over the last five years through a programme of inclusive, inspirational and engaging activations. Its Local Heroes programme has supported 1,000 future stars of Team GB at a time in their sporting careers when they need it most, and National School Sport Week has inspired millions of children to do more sport. As Presenting Partner of the Olympic Torch Relay, Lloyds TSB has selected hundreds of inspiring Torchbearers to carry the Olympic Flame and has turned its branches on the route into local hubs enabling people all over the country to join in the celebration. It has also supported one in three of the British businesses that have won direct London 2012 contracts and has enabled businesses to get the best possible benefit from the Games.

Delivering a memorable Olympic Games to inspire a generation with the support of our Partners



Worldwide Olympic Partners



London 2012 Olympic Partners



London 2012 Olympic Supporters



London 2012 Olympic Suppliers and Providers

Aggreko, Airwave, Atkins, The Boston Consulting Group, CBS Outdoor, Crystal CG, Eurostar, Freshfields Bruckhaus Deringer LLP, G4S, GlaxoSmithKline, Gymnova, Heathrow Airport, Heineken UK, Holiday Inn, John Lewis, McCann Worldgroup, Mondo, NATURE VALLEY, Next, Nielsen, Populous, Rapiscan Systems, Rio Tinto, Technogym, Thames Water, Ticketmaster, Trebor, Westfield.



Licensing



“Olympic souvenirs are a key part of any Games. Merchandise is an important revenue stream when funding the Games, but the products also give people the opportunity to show their support for London 2012. Of course, in years to come, many of these souvenirs will become collectors’ items and memories of this once-in-a-lifetime event coming to London and the UK.”

Paul Deighton, LOCOG CEO

At a Glance

- Licensed merchandise for London 2012 is expected to raise over £80 million towards the cost of funding the Games
- LOCOG has granted licensing rights to over 60 eligible companies
- A range of over 10,000 products are available to purchase
- The 4,000sqm London 2012 Megastore will be the largest single showcase of Olympic Licensed products



Olympic Licensing Programmes

Olympic licensing programmes are created to promote the Olympic Games and the Olympic values, while also raising additional revenues to support the staging of the Games and to showcase the identity of the host country and city.

The London 2012 Organising Committee (LOCOG) has granted licensing rights to over 60 eligible companies to manufacture and distribute Official Licensed Products such as apparel, soft toys, pin badges, publishing and souvenir related items. These companies are referred to as 'licensees' and pay a royalty for each item sold bearing any related London 2012 marks. LOCOG has implemented a social compliance code of conduct that all licensees must adhere to and a stringent programme that ensures sustainable and ethically sourced products.

Licensed Products

"The range of products on offer is huge and the diversity really means there is something for everyone – from pocket-money toys to collectables."

Simon Lilley, LOCOG Head of Licensing & Retail

A range of 10,000 products – from a £1.95 sticker set to a £100,000 1Kg Gold Coin – provides an unprecedented licensed offering: the biggest and most comprehensive ever launched in the UK.

The rich history of numismatic and philatelic programmes in the Olympic Movement has also been continued, with both the Royal Mint and the Royal Mail producing extensive collections to celebrate London 2012. For the first time in history, limited edition gold medal stamps will be available, depicting the athlete in question, the very next day after their gold medal victory.

Retail

The Licensing and Retail function is also responsible for overseeing the Games retail operation and official London 2012 Shops, both venue and non-venue. All London 2012 Shops have a consistent 'look and feel', which reinforces the London 2012 brand identity nationwide. In recognition of Visa's longstanding support of the Olympic Games, all London 2012 Shops proudly accept only Visa cards and cash.

Mascots

The official mascots, Wenlock and Mandeville, have been designed with the digital world in mind and have their own website, Facebook and Twitter accounts as well as four dedicated short films, exclusively shown at Odeon Cinemas nationwide.

Public awareness and commercial appeal has been steadily growing, with sales accounting for approximately 6% of all product sales. Mascot soft toy sales are expected to reach approximately five million units.



Memorabilia

“People love to collect Olympic souvenirs, it’s a key part of the Games-time experience.”

Sebastian Coe, LOCOG Chairman

An extensive range of premium, collectable products under the designation “Official Sporting Memorabilia” has also been offered for London 2012. This unique category offers a wide array of autographed limited edition collections and unprecedented access to rare competition used equipment and other artifacts from the London 2012 Games.

For the first time in the history of the Summer Games, competition used equipment and London 2012 Games artifacts will be meticulously categorised, authenticated and enhanced to create the most sought after and coveted Games collectables. These collectables will be available exclusively through the official online 2012 Games auction, which was launched in May 2012. Items will range from authentic Torches, medal presentation trays and ceremony flags to equipment used during Games’ competition such as basketballs, tennis balls and football netting.





Key Facts

- Over 60 licensees
- 20 product categories
- Over 10,000 product items
- 2,012 pin badge designs
- 5,900sqm of retail space within the Olympic Park
- 4,000sqm London 2012 Megastore will be the largest single showcase of Olympic Licensed products
- 1,200sqm London 2012 Shop at Hyde park
- 40 non-venue London 2012 shops, covering 8,000sqm nationwide
- Online shop (www.london2012.com/shop)

Venue Retail

- There will be 5,900sqm of retail space within the Olympic Park
- London 2012 4,000sqm Megastore will be the largest single showcase of Olympic Licensed product, supported by three Superstores and an additional shop in the Athletes' Village
- A London 2012 Shop at Hyde park will provide 1,200sqm of Olympic Retail space, with adjacent sponsor activations
- Retail offerings at all 34 sporting venues
- 70-day mobile retail operation, to support Torch Relay
- The Olympic Venue Collection – sold exclusively within Olympic venues – represents over 70% of products available
- The Sport Specific range – sold exclusively within Olympic venues – offers products with every sport represented
- An IOC Historic collection is also being offered
- A total of over 4 million units, across 50+ licensees and 20+ product categories

Non-Venue Retail

- Six London 2012 Shops in travel destinations
- 29 shops nationwide via John Lewis, the Official Department Store Provider, including 600sqm flagship shop in John Lewis Oxford Street
- One shop in the Royal Opera House, to support The Olympic Journey Museum, open during Games Time
- Two additional shops in Canary Wharf (East London)
- www.london2012.com/shop with mobile site (via the London 2012 App), and fully integrated activity on Facebook and Twitter

IOC Licensing Programme

In addition to the London 2012 licensing programme, the IOC manages its own longer-term licensing programme, which includes global initiatives such as the hugely popular official video game, 'Mario & Sonic at the London 2012 Olympic Games', developed by International Sports Multimedia and Sega. The game is available for the Nintendo Wii and Nintendo 3DS, with the Wii version selling 2.4 million copies in North America and Europe in its first two months of release, after it was launched in November 2011.

For more information about licensing, please visit the IOC's official website (www.olympic.org/licensing).

Ticketing



“We are thrilled with the response right across the board, in all sports and all sessions. What is most encouraging is that the majority of applications are for multiple tickets and for several sports, which shows that friends and family are planning to go to the Games together.”

Sebastian Coe, LOCOG Chairman

At a Glance

- A total of 8.8m tickets were available for the Games
- The Olympic ticketing programme seeks to ensure full venues and is run in a fair and transparent manner, so that a large number of people are able to see the Games live
- Ticket sales also help generate finances to support the staging of the Games



London 2012 Ticketing Programme

The London 2012 ticketing programme is managed by LOCOG – with the oversight of the IOC – and, like all Olympic ticketing programmes, its primary goal has been to allow as many people as possible to enjoy the Games experience. As with every Games, ticket sales have provided a valuable income stream for the Organising Committee, which LOCOG has used to help stage the Games.

The first UK ticket sales phase for London 2012 ran from 15 March 2011 – 26 April 2011, with around 1.8 million people submitting over 20 million ticket requests. Applications were received for every session, every sport, and across every price point. Over 50% of the 650 sessions were oversubscribed and tickets were therefore allocated via a ballot. Approximately 6.6 million tickets went on sale to the public as part of this process.

Track cycling, rhythmic gymnastics and the Opening and Closing Ceremonies were the first events to be oversubscribed during the first sales phase, as well as the majority of the sessions in swimming and tennis. Over two million ticket requests were received for the Opening Ceremony, over a million ticket requests were received for the men's 100m final, and over five million ticket requests were made for athletics tickets alone.

The second phase of ticket sales ran from 24 June 2011 – 3 July 2011, exclusively to customers who applied in the first phase and were not allocated any tickets. From 8 July 2011 – 17 July 2011, this phase was opened to customers who applied in the first phase and were allocated some or all of the tickets they applied for. A third phase of ticket sales launched in spring 2012.

Overseas Ticket Sales

National Olympic Committees (NOCs) are responsible for the sale of tickets to the clients and public within their respective territories, with many choosing to appoint an Authorised Ticket Reseller (ATR) to manage the process. NOC/ATR ticket sales began on 15 March 2011, although exact start dates were at the discretion of each NOC/ATR. A list of ATRs can be found at www.tickets.london2012.com/nocatr.html.

Ticket Prices

London 2012 tickets were available at a wide range of prices, starting at just £20, to make the Games as accessible as possible. With this in mind, young people aged 16 and under (at 27 July 2012) were able to 'pay their age' for a ticket, while seniors aged 60 and over (at 27 July 2012) paid just £16. These special ticket prices were available for more than 200 sessions, with 1.3 million tickets available in total. London 2012 also had more tickets on sale for people with disabilities than any previous Olympic Games.

Athletes' Friends and Family Programme

LOCOG's ticketing programme allowed every athlete competing in the Olympic Games to buy up to two tickets, depending on the sport, for friends and family for each session in which they are competing. Not all athletes have had this opportunity at previous Games, but LOCOG's athlete ticket programme aimed to include every athlete in every session in every sport. Tickets will be offered to athletes through their NOCs before and during the Games, once the full list of competing athletes participating in each session has been finalised.







Key Facts

- 75% of tickets on sale to the general public
- 90% of tickets priced £100 or under
- Two thirds of tickets priced £50 or under
- 2.5m tickets available for £20 or under

Ticketshare

The London 2012 Ticketshare scheme will see up to 200,000 tickets donated to schools and other groups, funded through a levy on London 2012 hospitality packages sold by Prestige Ticketing. Through Ticketshare, 125,000 tickets went to London schools, 50,000 to schools across the rest of the UK and 25,000 tickets to sport groups and the Armed Forces 'Tickets For Troops' scheme.

Ticket Resale

LOCOG launched an official public ticket resale platform to allow customers to resell any tickets they were unable to use or purchase any tickets that were made available via this scheme. Tickets could only be sold at face value and online at www.tickets.london2012.com.

Ticketing Partners

Visa – LOCOG's worldwide partner for payment services. Visa is the only payment card accepted at the Olympic Games.

Ticketmaster – LOCOG's official ticketing services provider. Ticketmaster coordinates public ticket sales, distribution and queries. It also designs and maintains the systems used for both public and client group ticket sales/allocation. During the Games, Ticketmaster will also provide dedicated ticketing teams at all competition and key non-competition venues, together with the software, support and handheld devices for scanning tickets at venue entry points.

Lloyds TSB – LOCOG's official ticket marketing partner, responsible for supporting the public ticketing programme. Exclusive distributor of the ticketing guides and paper application forms.

Prestige Ticketing – LOCOG's official supplier of London 2012 on-site hospitality packages, including best category event tickets, fine dining and entertainment inside Games venues.

Thomas Cook – As an official partner of London 2012, Thomas Cook are selling a range of UK 'Games Breaks' that include official tickets to London 2012 events, accommodation, some meals and transfers to venues.

Jet Set Sports – Jet Set Sports are selling a range of fully inclusive official Olympic Games packages including tickets, accommodation, food and beverages, and transportation.

For more information about Olympic ticketing programmes, please visit the IOC's official website (www.olympic.org/ticketing).

Protecting the Olympic Brand



“The IOC and its partners in the Olympic Movement take the threat of ambush marketing very seriously. We want to protect the integrity of the Olympic rings, the Olympic values and the future viability of the Olympic Games. Corporate sponsorship provides essential support for competing athletes and contributes to the overall success of the Games. Put simply, without the support of our official commercial partners, the Games would not be able to happen.”

Gerhard Heiberg, IOC Marketing Commission Chairman

At a Glance

- The IOC and Olympic Games organisers implement a number of strategies to protect the value of the Olympic brand
- Specific programmes target issues such as counterfeit merchandise and ambush marketing
- TV and internet coverage is also monitored for possible violations
- The Olympic Charter mandates a “clean field of play” at the Games



As one of the most widely recognised symbols in the world, the Olympic rings are an extremely valuable asset of the Olympic marketing programme, which is able to offer commercial partners an exclusive association with the Olympic brand.

Successfully upholding the value of the Olympic brand is therefore essential in order to protect the exclusive marketing rights awarded to official Olympic partners. The IOC implements a number of programmes to preserve the Olympic brand and relies on Organising Committees to protect the brand within the host country.

London 2012

When London won the right to host the Olympic Games, the London 2012 Organising Committee (LOCOG) became a guardian of the Olympic brand and was entrusted with its protection. In order to uphold its commitment to protect the Olympic brand and the value, integrity and image of the Olympic Games, the British Parliament granted LOCOG special legal rights under the London Olympic Games and Paralympic Games Act 2006 (referred to as the 2006 Act) and the Olympic Symbol (Protection) Act 1995.

The 2006 Act grants LOCOG the exclusive right to grant its partners and licensees authorisation to create an association between their business, goods or services and London 2012. It also gives LOCOG the right to prevent people creating such an association without its authorisation.

The Olympic Symbol etc (Protection) Act 1995 (referred to as OSPA) prevents the use, in the course of trade, of any of the Olympic symbols. It is unlawful, for example, to use them in advertising, on goods or their packaging and on signs under which goods or services are offered.

Ambush Marketing

Only official partners, broadcasters, licensees and non-commercial organisations of the Olympic Movement are allowed to suggest an affiliation with the Olympic Games. Ambush marketing describes an attempt to unofficially create an association with the Games. This damages the investment of genuine Olympic partners, and risks the Organising Committee's ability to fund the event successfully.

As well as the special legal rights it received to protect the Olympic brand, LOCOG also initiated a brand protection education programme for businesses and members of the public to inform them of how they can appropriately align themselves with the Games, without infringing on the exclusive commercial rights of the official marketing partners.

Counterfeit Merchandise

Counterfeit London 2012 merchandise not only undermines LOCOG's ability to raise the revenues needed to stage and host the London 2012 Games, but the goods themselves are likely to be of inferior quality and not meet the stringent safety and sustainability standards that all official products must meet.

To protect the exclusivity of the London 2012 brand and ensure that the public are not duped into purchasing counterfeit goods, LOCOG has implemented a secure licensing solution, incorporating holograms (or product labels) into all official London 2012 merchandise. The holograms have special visual features built into them, so that consumers can be sure the products are genuine.







Clean Field of Play

The Olympic Games maintain a strict clean field of play policy, which restricts any advertising or commercial branding from appearing on the field of play. This policy also extends to the areas immediately surrounding the Olympic venues.

As well as helping to protect and enhance the value of the Olympic brand, this policy ensures that the emphasis is always on sport, rather than commercialisation. The IOC has been working closely with LOCOG in the build-up to the Games to ensure this policy is adhered to in London.

Olympic Rights Activation

Olympic partners are allowed to communicate their association with the Olympic Movement through the use of Olympic marks and imagery. They must, however, adhere to established standards for proper usage in order to protect the Olympic brand and ensure the value of an Olympic association.

All materials, executions and communications produced by Olympic partners and broadcasters that include Olympic references, imagery or marks are therefore reviewed by the IOC and the Organising Committee to ensure compliance with the guidelines for proper usage.

Broadcast Monitoring

The IOC monitors the global broadcast coverage of the Olympic Games to identify any messages that damage the Olympic brand or infringe upon the rights of the official Olympic marketing partners.

This Infringement Monitoring Programme also ensures that unauthorised parties do not use Olympic intellectual property and that Olympic broadcast rights holders comply with their contractual obligations.

By checking for ambush marketing advertisements, unauthorised commercial overlays and overt in-studio commercial signage, the programme helps preserve the unique 'clean' nature of the Olympic Games broadcast.

Internet Monitoring

In addition to monitoring the Games broadcasts around the world, the IOC also implements an Internet Monitoring Programme at each Games, which uses the most advanced technologies available to prevent, track and take action against violations, such as video infringements.

The Internet Monitoring Programme also monitors geo-blocking, to ensure that rights-holding broadcasters respect their territorial rights online, as well as online advertising, news access and ambush marketing.



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Further information about the Olympic marketing programmes can be found in the IOC's Olympic Marketing Fact File:
www.olympic.org/Documents/IOC_Marketing/OLYMPIC-MARKETING-FACT-FILE-2012.pdf

Other useful documents can be found here:
www.olympic.org/marketing/documents-reports-studies-publications